

Message Text

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41

ACTION NEA-16

INFO OCT-01 ISO-00 NEAE-00 SAB-01 SAM-01 DRC-01 IO-14

CIAE-00 DODE-00 INR-10 NSAE-00 PA-04 RSC-01 PRS-01

SP-03 CU-04 SS-20 NSC-07 /084 W

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FM AMEMBASSY CAIRO

TO USIA WASHDC PRIORITY

INFO SECSTATE WASHDC PRIORITY 7318

UNCLAS CAIRO 4424

USIAC

E.O. 11652: N/A

TAGS: PFOR EG

SUBJ: USIS CAIRO WEEKLY

1. PRESIDENT NIXON'S EGYPT VISIT HAS ELICITED POPULAR ENTHUSIASM NOT SEEN IN EGYPT IN SEVERAL DECADES. THE FIRST STATE VISIT BY AN AMERICAN PRESIDENT CLIMAXED A SHIFT IN EGYPTIAN FOREIGN POLICY BROADLY SUPPORTED BY THE EGYPTIAN PEOPLE. PRESIDENT NIXON'S EMPHASIS ON PEACE AND U.S. WILLINGNESS TO HELP IN EGYPT'S RECONSTRUCTION AND DEVELOPMENT DEEPLY ENDEARED HIM TO EGYPTIAN PUBLIC. AS A HISTORY MAKER, NIXON'S ME VISIT RECEIVED OVERWHELMING MEDIA COVERAGE. EGYPTIAN TV COVERAGE LIVE SEVERAL ASPECTS OF PRESIDENT NIXON'S EGYPT STAY. PRESIDENT AND MRS. NIXON'S STATEMENTS, MOVEMENTS, AND PHOTOS WERE FRONT PAGED IN EVERY DAILY AND ARE NOW BEING COVERED IN ALL WEEKLY MAGAZINES. WEEKLY AKHER-SAA FEATURED THE NIXON'S AND THE SADAT'S ON FRONT COVER. AL-IZAA-WEL TELEVISION, HIGH CIRCULATION RADIO/TV WEEKLY, FEATURES AND FILM CLIPS..WERE SWEEPED INTO THE TOTAL COVERAGE GIVEN TO THE EVENT. FOR INSTANCE, VISION-USA FILM WAS SHOWN RIGHT AFTER TV COVERAGE OF PRESIDENT NIXON'S CAIRO ARRIVAL.

2. MEDIA COVERAGE OF AMERICAN SINGER, PEARL BAILEY, WAS OUT
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STANDING. EGYPT'S PREMIER TV SHOW, "INTERNATIONAL CLUB",

FEATURED PEARL BAILEY IN HALF-HOUR PROGRAM FILMED AT AMBASSADOR'S
RESIDENCE AND DURING ONE OF MISS BAILEY'S PERFORMANCES AT SHINX.
THE PRESS TREATED WITH HER PROFESSIONAL BACKGROUND, HER BOOKS AND
PERSONAL PHILOSOPHY, AND HER DEEP INTEREST IN CHARITY. ALL
NEWSPAPERS COVERED FACT THAT THE PROFITS OF HER TWO CAIRO
PERFORMANCES WERE GIVEN TO MRS. SADAT'S CHARITY PROJECT
"EL WAFAS WAL AMAL". PRESS ALSO COVERED FACT THAT EGYPT'S
FIRST LADY ATTENDED FIRST PERFORMANCE WITH SCORE OF
DIGNITARIES ATTENDING BOTH PERFORMANCES INCLUDING VICE
PRESIDENT OF GOE. SEE CAIRO 4121 FOR FURTHER DETAILS
REGARDING BAILEY PROGRAM.
PENNEY

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Message Attributes

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